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GOVERNOR'S COUNCIL FOR PEOPLE WITH DISABILITIES

ANNUAL CONFERENCE

"INVEST IN PEOPLE: SHARE IN THE PROFITS"

CLOSING SESSION

"CASH IN ON YOUR CREATIVE SPIRIT"

PRESENTERS: CHARLIE & MARIA GIRSCH

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>> CHARLIE GIRSCH: Hello. I'm also accompanied by my wife and business partner, Maria. And we thought we'd just get your juices flowing so that you enjoy your meal and then kind of give you a taste of what's going to happen as soon as we finish the lunch session and the awards. This is our mantra, what if, what else, why not? And we kind of live our life with those three questions. And in the answering of the questions, we have come up with lots and lots of toy ideas and wonderful solutions for other challenges in our life. So I'm sharing that with you. We'll talk about it later.

The one thing -- I understand some of you will probably leave right after lunch, so there's one thing I think everybody needs to learn, and it's if you change the way you look at things, the things you look at will change. Think about that. If you change the way you look at things, if you change the way you do things, the things you're doing will change. And then ultimately if you change the way you think, your thinking will change.

So, to get in the spirit of that, if you'll notice in the middle of each of your tables are little coasters that have our mantra, what if, what not, whatnot? There's also two blue cards. And I want somebody to volunteer at each of your tables to be the scribe, the secretary, the person that's going to

write things down. Get that pencil or pen and somebody grab those blue cards and get ready to write. Who's going to be the writer at your table? All right. How many writers do we have? Anymore writing people? One at each table. Who's got the blue cards? Who's got the pencil? All right. So the game we're going to play, more than inventing them, we're going to play: What else can this be? So, at each of your tables, start saying to the person with the pencil and paper, "this could be a this or a that or a whatever" and see how many you can get in the next minute. Go. What else can the coaster be? Write these things down. Make them short and sweet. Write them down. Write them down. We're going for a number. We're going for 20.

Okay. Stop. Add them up. Remember this mantra of ours, if you change the way you look at things, the things you look at will change?

All right. Let's pretend you're Peyton Manning. Anybody know Peyton Manning? How about those Colts, huh? All right. Peyton Manning, how would Peyton Manning use a coaster? Throw. Write them down. Okay. Stop. Draw a line. Add them up. How many did you get this time? Okay. Now we're going to change the way we look at it again. How would a teacher use it in a classroom?

Okay. Draw a line. Add them up.

We got a couple politicians in this state. How would a politician use a coaster? Write them down. Politician. How would a politician use it? Okay. Draw a line. Add them up one more time. How about Suellen and her staff? How would she use them? How would the Governor's Council use coasters? Write them down.

How would a fashion model use it? Fashion model? Okay. Draw a line. Add them all up. Let's see how many you got.

Who had 25? How about 30? How about 35? 40? 45? 50? 55? You guys went to sleep for about -- we got 55, 55, 55. 60? this is the head table so I'm not going to give them an award. We have an award for that table and an award for the people in the back. Congratulations.

[Applause.]

71 over here. Let's give them a hand.

[Applause.]

Maria, how many did they get in the back? What's their total?

>> 61.

>> CHARLIE GIRSCH: 61 and 71. Okay. Let's give them a.

>> CHRISTINE DAHLBERG: Maybe you might be finishing up lunch or eating dessert at this point. I'd love to start giving away some of the remaining door prizes as well as drawing the

ticket for the special raffle for the gleaners bag.

Now, remember you do have to be present to win, so if the person who has this ticket, the gleaners' food bank prize is not here, I'll probably wait a minute, maybe give away a different door prize and then I'll draw a new ticket because we want to make sure that you have to be present to win.

So the winning ticket for the \$25 Kroger gift certificate is 613084.

This is a very special prize for discriminating taste. It's a very nice prize. It's an opera tickets for four with admission to the donor room during intermission for wine and refreshments. So it's kind of like a VIP ticket to the opera, and that goes to Sandra Alexander. Is Sandra here? We are looking around. I don't see Sandra. I'll draw another name. All right. Linda Whittman. Linda, where are you?

>> Bathroom!

>> CHRISTINE DAHLBERG: Is she at your table.

Okay, this is Linda Whittman's, it will come back to your table. Give it to her when she returns.

We have a \$50 lunch certificate for the Hilton Hotel, and that's for Laura Hoffman.

We have two chicken dinners, \$40 value, from holly hock hill for Cindy gable. Do we have Cindy gable?

How about Theresa Townsend? Okay. We got Theresa? All right.

Four tickets to the Indiana ice. For Irwin Otto, I believe. Irwin Otto, is he here? No Irwin Otto, how about Gene Elgin? Is Gene Elgin here? How about Eldina Schrum? All right. We got one here.

Okay. We have a \$25 gift certificate to Kroger -- no, yeah. I'm sorry. It's to Target. And that goes to Aaron Smith. Where is Aaron?

We have a one night stay -- this is a really nice gift -- a value of \$25. We have a one night stay for two at the Canterbury hotel, in a junior suite for Ramona Harvey. Is Ramona Harvey here? I don't see Ramona. I see her now.

We have a delicious chocolate gift basket for Johnny forest. Where's Johnny?

We have 15 \$1 Hoosier lottery scratchoff tickets for Gwen Schaeffer. We have a jewelry case, a brush case, an iPod case, a passport holder, a total of \$119 value from Merl Norman for Sylvia (?) has anybody seen Sylvia? All right. We'll move to the next person. How about Marilyn Conner? Where's Marilyn Conner? All right. How about Betty Williams? Where's Betty?

[CHEERS AND APPLAUSE]

We have a gift card for one free loaf of fresh bread every

month for a year for Alicia lake. Where's Alicia?

We have a cordless dedication fountain to relax and energize you in your own home or at your desk, and that's for Tricia Myers.

This is a good one. Anybody want to go to Shula's steak house? We have a \$100 gift certificate for joy Scott.

Oh now here's a good one that you may possibly, you never know, be a big winner. Two \$5 Hoosier an scratchoffs, five \$2 scratchoffs and a key chain for John Grady. Where's John? Uh-oh, he's going to miss out. All right. John's not here, so how about Marva Edmonds? There she is. A \$25 gift card to palomino for John Stidham. Where is John? There he is. A \$75 gift certificate to St. Elmo's for Judy Champa. We got a lucky table over there.

A long oval basket with a linen protector, value \$125 and that's for Nancy young. That's Nancy back there, okay.

A \$25 half price books card where you can get half price books and get at least \$50 worth because it's all half price, and that is for Nancy Smith.

We have a cozy fleece robe to keep you warm in the winter for Richie Mann. Where is Richie?

Now, I want to tell you about two more things. First of all, just to let you know, we did raise \$175 for gleaners food

banks. Congratulations. And we do have a grand prize drawing, which we will do after the conference. And it's a one-night stay with breakfast for two at the Hyatt right here, the host hotel. And the way you get that prize is to fill out your overall evaluation form and write your name on it.

Now, if you look around on your table, you'll find, in addition to the really great coasters, three things: You'll find the awards program that tells you about our award winners, which we're going to be announcing shortly. You have the overall evaluation form, which is also in your green bag, but if you didn't fill it out or it's hard to find, I provided another one for you. And then we have a very important evaluation form that we are required by Federal Government to fill out and to try to get people fill out for us and that is called the consumer evaluation form. And what that means is if you are a parent or if you are a person with a disability, we are asking you to fill out that form and it's beige in color. You can also check "other" and just tell us how satisfied you are with the conference that you attended, the parts that you attended; and you can also indicate that it's not applicable, if the question isn't applicable to you. So I'd really appreciate your help in filling that out. And in about five minutes we'll get started with our program.

All right. Now that you have mostly finished eating your dessert, I hope. We're about ready to proceed with our awards program, which we'll award three people today with honors. And that will be followed by our closing speakers, who will challenge your creativity a little bit more and get you in the right mood to leave the conference full of creative ideas and possibilities.

Suellen and Steve who is the Chair of the Council will be giving the award to each of the three honorees. By the way, if you fill out your evaluation forms and you want to just leave them in a stack on your table you can pick them up or drop them off on a table near the door.

All right. We are proud to continue our tradition of honoring fellow Hoosiers who have engaged in exceptional community work. We do that through our annual community spirit awards. Every year, we have a number of qualified, excellent applicants. And it's sometimes very hard to pick the person to be honored one year versus another year. Our first award this year is the? Distinguished Leadership Award that recognizes people with disabilities and parents of children with disabilities who have helped advance the independence, productivity and inclusion of people with disabilities in society through outstanding and sustained advocacy efforts.

This is an award that recognizes people who have been in the trenches for many years and have really worked to advance Hoosier and national policy and issues around the inclusion of people with disabilities.

The first award is in the category of a person with a disability, and it goes to Karen Vaughn.

[Applause.]

I know many of you know Karen well as I do, and she is a graduate of the very first class of Partners in Policymaking and has presented to Partners just about every year that it's been in existence since then. She has dedicated countless hours in advocacy promoting Civil Rights for people with disabilities for almost 20 years. She's testified at public hearings, educated lawmakers, talked to the media and the general public and everyone else she can Shanghai about the importance of including people with disabilities in the community. Karen has served numerous gubernatorial and governmental appointments. She's been on the governor's commission on home and community-based services. As a member of that commission, she helped develop Indiana's Olmstead plan. She also was on the Medicaid action coalition where she helped pass the Medicaid buy-in legislation for people with disabilities so you don't have to lose your Medicaid if you go back to work. She also was on the metro

advisory Council here in Indianapolis to improve paratransit in Marion County and secure under her when she was on that that got \$2.4 million to improve paratransit.

[Applause.]

Karen would be the first to say that she doesn't deserve credit for all of this, but in my opinion she really does. Sometimes people that are leaders don't really recognize that they are leaders. So we got to tell them.

She's also been on the board of the Indianapolis resource Center for Independent Living and also our Governor's Council for people with disabilities and is currently serving on the Indiana legal services board and the consumer advisory Council for the Indiana Institute on Disability and community. We're really proud of Karen and proud to have her in attendance today as we honor her with the? Distinguished Leadership Award. And she has a number of friends and supporters in the audience, but she particularly wanted me to mention Emily able, who was unable to be here because of a family medical emergency, but Emily able was the one who nominated her.

Some of her other supporters include Greg mire, den ease sews buy, America tarred Ingram, Steve average, Debra McCarty, Bill Shaw, Reg even Anderson, Elaine knight and Kim O'Neill. Please join me in congratulating Karen as she comes to the stage

to accept her award.

[Applause.]

I will run this over to Karen to see if she wants to say a few words. We have some access problems with the stage here.

>> Wow, thanks. I'm not really sure what to say other than you guys have given me the opportunity to do what I like to do, start some stuff. And then I've been educated by Partners in Policymaking and supported by P&A. Supported by -- it's not ISD anymore. The Institute in Bloomington and Nancy and the independent living centers. And everybody else that I can't remember names because I'm not really good at that. Thank you. That's it.

>> CHRISTINE DAHLBERG: Thank you, Karen, and thank you for your advocacy.

The second leadership award goes to a parent of a child with a disability. And it goes to Amy Borgmann. Where is Amy? Amy is from Greenfield and she is a mother of a 13-year-old son with cerebral palsy. When her son was born, she began meeting with other families facing similar challenges and quickly realized the need and importance of information sharing and support. This need led to the creation and support of encouragement also known as FUSE. This is a not-for-profit organization that helps families who are raising children with

disabilities. And that's a broad category. They don't restrict to any particular type of disability.

When FUSE found itself struggling to get funding, Amy started the David Borgmann memorial golf outing in remembrance of her brother who was killed in an accident. It's now an annual event, and Amy has dedicated 100% of the proceeds to FUSE and has raised more than \$50,000 for FUSE to date. With Amy's dedication and leadership, what began as an informal support group of families has grown into a successful not-for-profit organization serving over 600 families in nine counties.

As one FUSE board member stated, without her efforts, FUSE would not be the organization it is today.

Her colleague, Denise Arlen and Amy have been working together many, many years with FUSE. And Denise is here. She's the nominator. Both Denise and Amy are graduates of Partners in Policymaking. We don't ever want to forget that. And they are joined today by friends and supporters, including Sarah O'Brien, Rylan Rogers, and Elisabel. Please join me in applause as we present this? Distinguished Leadership Award.

[Applause.]

>> Now very much. It's quite an honor to receive this award. I prepared something to say because my friends would

think I was remiss if I didn't take an opportunity with a microphone. So let me say I have given so much more from FUSE than I have given. I give back to FUSE because FUSE has done so much for me and my son Jacob.

Although I am a single mother of a child with special needs. I know I am not alone because I have FUSE. When the school didn't want to include my son Jacob in general education classes, FUSE gave me the resources and competence to insist that he be included. He's been an honor roll student and is now a freshman in high school working on an honors diploma.

[Applause.]

FUSE is the reason I'm a Partners graduate because the executive director, Denise, recommended me to the program after becoming a graduate herself. FUSE is the reason that I have the support waiver while we're on the waiting list. FUSE is the reason I have the knowledge and confidence for not only my son but other people in my community.

When my brother David was killed, FUSE was even there at the funeral home to provide food for my family. So before I even walked out the door of the funeral home that day, I had made the decision to honor David with a golf tournament and donate the proceeds to FUSE. The point is that while I have done all those things, they seem insignificant to me based upon

impact FUSE has had on my life and the future of my son. I want FUSE to be able to have that impact on as many families as possible. And that can't be done without money and volunteerism and people with a vision, and that is my passion. So thank you again for this award. It is really an honor.

[Applause.]

>> CHRISTINE DAHLBERG: Our next award is a Community Spirit Award that exemplifies Disability Awareness Campaigns that enhance the perception and value of the contributions of people with disabilities. This award was established to acknowledge the many individuals in grassroots organizations that have taken a leadership role in promoting March Disability Awareness Month in Indiana. That March Disability Awareness Month has been going on for the last 19 years, and this year we are honoring Kendallville Middle School for its disability awareness day. In 2009, I believe this is the fifth disability awareness day that they have organized at the school and every year it has grown. I'd like to recognize in particular, the two special education teachers who have been working on this from its inception, and that would be Tami Housholder and Brooke Cain.

[Applause.]

Thank you. Since 2004, they have done awareness day every year building and becoming more successful each year.

Unfortunately, this fifth and final year is due to school restructuring, there is no longer a Kendallville middle school. So there will no longer be a disability awareness day there. But hopefully the knowledge that was imparted to the children in the past five years will result in a change in society's attitudes as these children grow and influence their peers and their schools that they're moving on to.

I wanted to tell you a little bit about the 2009 disability awareness day. First of all, they had a school-wide essay contest. And they had individual lesson plans for every classroom. So that by the end of the day, all the students were able to share and discuss their different experiences with each other. They have speakers with disabilities who are brought in for each grade level, including several graduates of the school who had disabilities. And they helped educate the students on disability-related issues, including hearing impairment, autism, emotional disabilities, spina bifida and service animals. Inspired by an experience where one presenter was denied entrance to a building because she had a service animal, 100 Kendallville middle school students wrote letters to their state senators supporting a bill that passed, by the way, that allowed service animals into all public buildings. It became law just this past session.

[Applause.]

In addition, they had a school-wide fund-raiser. And on disability awareness day, the day's events culminated in presenting a \$2,000 check to a local family to help them purchase a service animal for their 11-year-old daughter with autism.

The organizers are hopeful that disability awareness day will return to Kendallville. And according to the glowing reports from the students, they're hopeful, also.

Please join me in applause as we recognize Kendallville middle school for their exceptional disability awareness day.

[Applause.]

We are presenting the award to Mrs. Tami Housholder and Mrs. Brooke Cain and also joining Tami and brook to accept the word are Kendallville school administrators Jim Taylor and Jan David. Thank you so much for all your work.

[Applause.]

>> First of all, thank you very much to the Council for hosting this annual conference. And thank you for awarding Kendallville middle school this great honor. Disability awareness day at Kendallville middle school began as a conversation between Mrs. Cain and I in passing during parent teacher conferences. We were tired of our students with special

needs being looked at and treated negatively by each other and by peers. We approached our administrators, Mr. David and Mr. Taylor, with an idea. Our idea was to increase awareness of both students and staff regarding people with disabilities. When they asked us how we were going to do it, we said we had no idea. They said make it happen. It was our goal to have every student in our middle school, at that time 450 students, participate in activities about different disabilities throughout the day. Activities involved guest speakers, wheelchair obstacle course, students who volunteered to assume a disability for the day. Each class of students also participated in lessons made up by us but presented by the general ed teachers.

The activities would give everyone the chance to walk in someone else's shoes, even if only for a day.

>> By March of 2005, we developed a program and met our goal. We had 20 volunteers to assume a disability regardless of discomfort, ridicule. They learned about brain injury, multiple sclerosis. Through the event had grown. We provided materials from the Council. We had several students finalis in the state essay contest and we met some very wonderful children. Former speaker. He was our first keynote speaker in 2007. Kevin Hughes and his wheelchair basketball team. Our students thought

they could win the game. They barely made a basket. In 2007, we received a city proclamation from our mayor. Our student volunteer numbers who started at 20 were up to 90 last year, then we had to cut back to 65. A lot of our former students right out of high school continue to volunteer with the special needs program.

>> Although all of our past events have been good, our 2009 campaign was by far the most memorable. In August, we learned about Kelsey, who was trying to raise \$11,000 to purchase a service dog. We introduced her to our students through pictures and a short biography. And our challenge to our students was to raise \$500. We gave them two weeks to do it. When it was all said and done, through the many activities, they had crazy sock day. They had cans out for donations. Our students raised \$2,000.

[Applause.]

Along with community support.

So, thank you to Judy Armstrong, who is with us today, for letting us bounce our crazy ideas off of her and putting us in perspective of what will work and what wouldn't.

Thank you to our special ed director, Joe Weller, who is also here with us who from day one made students with special needs a priority. And finally thanks to Mr. Taylor and

Mr. David for giving us the courage and the opportunity to change some attitudes in our community towards people who are differently abled. Thank you very much.

[Applause.]

>> CHRISTINE DAHLBERG: One round of applause for all of our award winners.

[CHEERS AND APPLAUSE]

Okay. As we're thinking about the wonderful people who received our awards, just remember that next year, maybe you know someone who deserves to be nominated for one of our distinguished leadership awards. So keep that in mind as you go about your business this year and think about nominating someone that you feel deserves the award.

I'm now turning it over to our chairman, Steve Tilden to introduce our final speaker.

>> STEVE TILDEN: Thank you, Christine. This has to be one of the high points of the conference for me, these awards. It's just spine tingling to be here and hear just a sampling. The challenge is to pick somebody who so many other people deserve it, like Christine said. It's just wonderful that our society's evolved to the point that it has in the area of disability. We've got further to go, as well.

This afternoon, we are pleased to welcome Charlie and Marie

Girsch. Charlie and Marie have been in the business of inventing marketable model toys and games since the early 1970s. I met them first several years ago and was very impressed by their creativity. They invented toys, including the Nerf and Twister. They have continued in their creative endeavors as co-owners of creativity central, whose mission is to reawaken and energize the creative spirit that is innate in all of us, some of us more or less than others. But we all need to have it awakened. After graduating from St. Mary of the lakes seminary, Charlie worked at sacred heart Catholic parish on Chicago's south side before moving on to the twin cities where he developed a job training program, set up St. Paul's model cities program, and was deputy director of the St. Paul urban coalition before accepting the challenge of joining Windsor concepts as a toy and game designer.

Maria received her B. A. in French from Dominican university and was a toy inventor more than 20 years. She is a certified French teacher and is best known for her popular "French by the fireside" evening series, a curriculum she developed for adults.

Over the past 25 years, Charlie and Maria have licensed 200 products worldwide. Together they hold over 200 international patents and even won German's children's game of the year award.

They are coauthors of "fanning the creative spirit" a copy of this book is included in our conference bag. You have probably seen that. If you would like to have your copy signed by them, stay after their talk and they'll be glad to sign your book.

Now let's give Charlie and Maria a warm welcome.

[Applause.]

>> CHARLIE GIRSCH: I'm Charlie in case you have any problems.

>> MARIA GIRSCH: And I'm Maria.

>> CHARLIE GIRSCH: See, she's Maria, they gave you the wrong sheet. Welcome back to us. We kind of got your juices flowing for your meal. Now we wanted to take a couple minutes and just dig in deep, have some fun and show you some of the stuff that we've learned about what it takes to be an inventive thinker. And our point's very simply we want to have some fun while introducing you to the process of inventive thinking.

Steve mentioned that we've had -- we've been involved in a lot of different projects over the years. Our biggest pride is the one in the middle, the Spiel des Jahres, the game for children that we won the award in 1995 in Germany. And I am of German descent, it felt really big on the heart. It felt cool to have that.

We worked with lots of different clients. I was telling

Suellen at lunch, just recently I heard Kroger giving gift certificates. We recently worked with the Kroger team down in Orlando, Florida.

By the way, we are very much a part of the Partners in a couple different states. I bring you greetings from Minnesota. We are there every year. We open the Partners' session to get those folks loose in their thinking. And this Saturday we will be in Richmond, Virginia with the Virginia Partners. We do their November session. So they get two months and then we give them permission to turn them loose.

So it's been a marvelous experience for us. Also on there, you'll see the circles network there right under General Mills. We have been in both England and Ireland working with folks with disabilities, the community of people. It's just been a phenomenal experience for us. So we do much for our heart and soul as we watched last night the dancing and today the give and take and the energy that's around each of these tables. So it's good stuff for us.

As partners and as people who are climbing a rope and a ladder that is not friendly all the time, we have come to know -- in our inventing, we have come to know that collaboration is so important. Maria and I can tell you time and again there has never been a toy that we have been involved

in, never been a game, never been a doll that we were involved in that one of us did all the way. It takes a village. It takes collaboration. It takes the mixing of these wonderful skills that you represent. And so as the chairman of IBM says here "the nature of innovation has changed ... it is multidisciplinary. It is collaborative."

We need each other to move the ball up the hill to get it to the goal. So that's it. That's my sermonette for the day.

As far as thinking like an inventor, to me the surest way to predict the future is to invent it. Why wait for somebody else to screw it up?

[Laughter]

Bring your best game and go for it. Just kind of let that settle into your hearts. And we know that even though as far as being inventors ourselves, there are three really important things that we have to be on top of all the time. One is our attitude. I have to continue to think of myself as a creative person or us as a creative entity. Attitude is so critical.

The other one is commitment. What can I do? And what am I willing to do on a day-to-day basis to stimulate the creativity that I enjoy? And we'll give you a test in a couple minutes to prove to you that you might have some creativity.

And then finally tools. And we're going to show you some

of our favorite tools.

But let's do the test. Let's get that out of the way, Maria. Maria's the teacher.

>> MARIA GIRSCH: Can you hear me with this microphone? I'll try to talk really loud. If not raise your hand.

So we're going to start as Charlie said talking about attitude. Now, I have a question for you. How many of you in this room think of yourselves as creative? Raise your hand if you do.

>> CHARLIE GIRSCH: There's hope. Lots of hope.

>> MARIA GIRSCH: However, some people, as I noticed, did not raise his or her hand or were kind of slow to. So guess what? We have a creativity test. We're going to give it to you right now. And here's the deal. If you take this test and it turns out you're not creative, we want you to leave.

[Laughter]

So how many here besides Virginia, how many know what the Myers Briggs test is? Have you ever heard of that? Good. Because do you know what? We call ours the Bryers Miggs. You know all those tests and measurements people, you know how they have to get all of the names in it. We call it the Bryers Miggs. Uni-query, only one question. Creativity inventory profile assessment evaluation instrument survey-type

measurement tool.

[Laughter]

>> CHARLIE GIRSCH: We got them all.

>> MARIA GIRSCH: Now, this is serious. Are you ready?

It's a one-question test. If you don't pass it, you need to leave the room.

>> CHARLIE GIRSCH: You're out of here.

>> MARIA GIRSCH: I think they're ready. Charlie, show them the one.

>> CHARLIE GIRSCH: How many of you were ever five years old? All right. There's hope.

>> MARIA GIRSCH: If you were ever a child, if you were ever a five-year old kid, then you are a C. You are a creative. And if not, you're an L. You're a liar.

Now, what is this about, by the way? Do you remember when you were five years old? We all had it. We were all born creative. Remember how you couldn't wait to get up in the morning when you were five. You didn't care about what the kid next door was going to think about what you wear. You couldn't get out to play fast enough, to play dressup, to play with boxes, to build sand castles. Remember that? We all had it. Then what happened?

In fact, there is a researcher of the University of

Minnesota, who tested -- who found that five-year olds are 98% creative. Nobody has a hard time believing that.

But then what do we do right around the age of 5? Where do we go? School. Now here's the deal, people.

>> CHARLIE GIRSCH: Nothing against you good teachers, by the way.

>> MARIA GIRSCH: They probably know it. There are so many wonderful individually good teachers. And I hope that everybody in this room in some grade in your life had that wonderful experience. But the educational system tests -- it works towards testing. Toward one right answer, doesn't it? Teachers have to test. And there's only one right answer. Not the next right answer. Not another right answer.

And then in addition to academics, when kids are in school, I mean -- I know our kids are grownups. But you who have kids in middle school, the other thing is that they want to just be like everybody else. There is only one right answer, isn't there? They have to dress in a certain brand. And wear a certain brand of schools. There's the social impact. And after we graduate, we may get a job where they have one certain culture. By the time the kid graduates from high school, I didn't bring it with me, but you can imagine it. We have it somewhere in our book, too. When you go off to kindergarten,

you go off with a box of crayons. Aren't crayons a box of answers? If you have a box of eight or 24 crayons or maybe you have a box of 64 crayons with the sharpener? That's a box of possibilities. And what do we graduate from high school? A one single color, disposable Bic pen. That's an interesting example of what happens.

Now, those same researchers who said that a five-year old researcher was 98% creative, this same man tested 32-year-old NASA engineers, using the same test, guess how creative they turned out to be in percentage?

>> CHARLIE GIRSCH: 2%?

>> MARIA GIRSCH: Now, by the way, you might say well, she's being a little depressing.

>> CHARLIE GIRSCH: Together now, she's being a little depressing. No, it's not true.

>> MARIA GIRSCH: As the next slide says, this is what all creativity experts really, really do. They disagree on some things, but this is what they agree on. That creativity is innate. We're born with it. That was the point of our little cutesie were you ever five-years old because we really are born with it. Number 2, that creativity is not related to intelligence. I mean whatever you may score and a traditional IQ test has zero to do with how creative you may be. Finally

that creativity can be enhanced or awakened at any time. You want to wait until you're 75? Sure, you can do that. But, hey, why not start now.

But the other thing, remember the test was are you creative? All of us are when five years old.

Now there's another profile or test. This is a real one. This doesn't test are you creative, because you are. But how are you creative. I don't know if anybody's heard of this. This is called the care profile. C. A. R. E. And C. stands for are you a creator? Like in our toy inventing business, oh my God, I am so the creator. I am constantly coming up with ideas. I'm not burdened by could these ideas worked. Because I'm totally not mechanical, nontechnical. I'm a sky blue person. So in many ways it works in my favor. I don't have to worry about how it works. I'm the one who just comes up with ideas.

The next one, A, is the advancer. Charlie would be much more the advancer when we were toy inventors. We would take one of my kazillion ideas or one of his own and he knows how to bring it to the next level. That's an advancer. The R stands for refiner. The refiners tend to be a little more left brained. They may come from the engineering field. Maybe they're lawyers, accountants. Their job is to detect the problems. And it sounds kind of negative. And they can be.

But here's what we tell refiners. We need to know the problems, but if you think you're a refiner, do your refining in the form of a question. Don't say "the boss won't like it."

Say "how can we get the support of the boss?" Don't say, "been done before" say how can we make it look like it wasn't done before? Don't say "costs too much", say "gee, how can we --" it opens the door to possibilities. That's the refiners.

Finally the executer, that's kind of more the operations person, the office manager. They're the ones that put it all together. And then finally you see the word flexor in the middle. You know how there's four quadrants and whenever you take these tests, you're always like pretty high in one quadrant and not so much in another. If you really do test out totally equally in all four, you're a flexor. This is a real test. It has 18 questions. It's interesting.

Now, very briefly, I know you haven't taken the test, but I'm going to ask you to raise your hand. If you have to pick one of these that you're really dominant in, I won't even ask about the flexor, if you have to pick one, pick one. If you can only pick one, pick one. I'm going to ask for a raise of hands. So besides me, who else thinks they might be mostly a creator? Who else thinks you might be mostly an advancer? How about a refiner? Boy, is this a well-balanced group. And how about an

executer? So the whole point, Charlie, why don't you wrap this up. Tell them the point of this.

>> CHARLIE GIRSCH: I think as Maria said at the beginning of her thoughts on this, it's not whether we're created, it's how are we creative. So if I'm an advancer like I am, I need Maria in my life, most of the time. Dear, princess.

[Laughter]

Anyway, and I need refiners to kind of help me shape what I'm doing and what I'm about. So it's important to -- who do you got to go to? If you are this, who is going to help you get to where you want to go? So who do you got to go to is a critical piece. That's our attitude piece briefly today.

As far as just wrapping -- and I mentioned this earlier just during the lunch thing. What if, what else, whatnot is our mantra. We're constantly looking at situations. What if we make it bigger, smaller, put it together, get rid of it, whatever it is. Don't stop there. Once you get a bunch of statements going, well, what else can I do? And then ultimately why not? Go for it. And some of us are so afraid of making mistakes that we get paralyzed. And the why not is an important step in the process.

Just a quick example. Little tykes has a basketball set that's probably in every backyard in the United States. We were

staring that one day and said well, what if we made it smaller? Just for toddlers? And here it is.

Well, what else could it be? We wound up doing bowling and baseball and golf. Why not? We drew it up and we presented it. And Hasbro, play school went and did it. And today Fischer Price is still doing the basketball.

By the way, not rocket science. The thing was here and all we did is make it smaller. Rocket science couldn't do it.

A lot of times it's slightly, go back to the original thing, if you change the way you look at things, the things you look at change. And all we've been doing is making it small enough so that kids who are frequently crawling around the floor could play with it. So that's our bit.

Just a little bit about commitment. We know that there are a couple things that get in the way of our creativity, habit, fear, assumptions. In order to step through that, we have really worked hard to keep exercising our brain. And we have a thing called stretch-ercizes. And if you look in our books, she's crawling through. We found her. She's here. It's tied to the other thing. Aren't you glad I pointed this out? There's a section in the book that is lavender in color and those are all stretch-ercizes. And if you go to our website, every day we put a stretch-ercize up. There's simple things you

can do to get into the habit of getting out of the habit. We find that it's extremely important to do that. To just keep this thing working for you. It's a phenomenal tool. It can do amazing things. It's a super computer, really. And it has relational capability. Sensors that take in information. Just amazing what it can do. But we have to take it out and play with it once in a while. That's the whole idea with stretch-ercizes.

So what I'm going to suggest, why don't we go -- let's do one. Let's do the improvisational one.

>> MARIA GIRSCH: There's a whole bunch of stretch-ercizes. We're a large group. We have limited time. Let's do an exercise together. We're talking about alphabet. We will do it by table. Let me explain it first. First of all, this is an exercise about improvising. And lots of people, when they heard that word improve, they kind of get scared. Oh my God, am I going to be put on the spot. They think of Uprov theater, or you know that TV show, whose line is it, anyway? I don't know if you saw it. But improvising means to Charlie and I taking what you're given or what you're not given. Maybe your budget got cut. Or in the case of a disability, what you're given or what you're not given and doing something with it. And we improvise all the time. Maybe somebody got dressed this morning

and planned to wear a certain outfit. You had spaghetti stains on the shirt. You said oh geez I can't wear that. You picked out something else. That's improvising. It's that simple. You go to make a recipe at night. You don't have an ingredient. You put in something else. That's all it is. That's all it is. Taking what you're given or not given and doing something with it. So here is the game we're going to play. By table, we invented a game called alphabet plus. This is going to be your prop. This is the one thing every table has. Don't worry if there's writing on it. So you're going to stand up if you can or stand around someone who can't and one person is going to start. And like Virginia. If you were to start, you would give this piece of paper to somebody else at your table and a letter of the alphabet. And that person would say two things. Here's your job. Two things. I am a ... and the first word that comes to your mind that starts with that letter of the alphabet, that's what you are.

And, secondly. And "this is my" make it be something. So, for example, if you give me the letter D or something. I am a "donut".

[Laughter]

That's the first word that comes to my mind. Well maybe this is my donut hole.

Or if I were a dog, this could be my tail. Or my ears or something. See what I mean? You just make this be something.

Then when you're done, you give it to somebody else in your circle. Pick a letter of the alphabet. We do suggest that you probably don't want to use Q, X or Z. You can if you want to. It might be a little bit too hard. It feels like "I don't want to do this". Trust me. It isn't too hard. Charlie, do you have any tips?

>> CHARLIE GIRSCH: My only tip will be that if somebody hands this to you and if you go ah, you could go ah for a long time. We come over, check your teeth, see how your throat's doing.

[Laughter]

But if you start with "I am a "just say it as slowly as you want. A word, a phrase, an image will pop in. It's 97.3% of the time. And once you have that word phrase, then go for it. You'll know what this is a part of you. How this is a part of you.

>> MARIA GIRSCH: Some tables, --

>> CHARLIE GIRSCH: If you're a couple people, you can join another. If you can stand, stand, otherwise, anyway, whoever is holding a card, start it. Okay. Do about two more and then we'll talk. Can I have your attention back up here, please?

What did you notice while you were doing that exercise? You're weird, okay. It's fun to be weird. Yes, sir. What did you notice about your thinking? It got easier the more you did it. That's one of the things behind doing stretch-ercises. Your brain. You really feel it working, couldn't you? It's a wonderful machine. If you find yourself holding on, M, I'll be a monkey. E, I'll be an elephant. I see you're preparing for something that may never happen. So be careful about that.

There was a lot of laughter. You felt the energy in the room go up. And that's the important thing to remember. We bring a lot of energy to these kinds of things. And if we can learn how to use that energy, it is always to our advantage.

So just as a quick summary, I have to learn how to navigate backwards here. I'm sorry to all of you.

The idea about the structure sizes -- and please take a look in the book. And also if you go to our book, there's a whole page you can download. If you do one or two stretch-ercises a day, you'll be amazed at how your thinking will open up.

Bud Grant, who used to coach the Minnesota Vikings and said "what's your theory about coaching a team? Why do you practice?" And he said "the reason we practice all week is so

that in case the ball bounces our way on Sunday, we'll know what to do with it."

I think that's the whole philosophy behind the stretch-ercizes. I just really encourage you to do what you can to bring that kind of energy to the work that you do. Just keep stretching this wonderful brain. Step through and change some of your habits. Take a different route. Put your watch on -- if you still have a watch, put it on the other wrist. Just anything that can help change the way you're doing things. Again, remember at the beginning I said if you change the way you look at things, the things you look at will change, well if you change the way you do things, your doing will change. That's the whole idea with these stretch-ercizes.

I want to show you a short video. And it's -- there's a group out in California called IDEO. And they're inventors like Maria and I. We actually compete with them on a national level in the toy inventing side. ABC went -- Nightline went to watch how they think and how they work a couple years ago. And they gave them the challenge of reinventing the shopping cart. So I'm going to show you the process that they went through. Now, you're going to hear one thing that might scare you, and that is five days is not enough. But we're going to show you that five minutes is enough if you just are really willing to open your

thinking. But let me just play with this computer for half a second. And we'll get this show going.

>> The point is we're not actually experts at any given area. We're kind of experts on the process of how you design stuff. So we don't care if you give us a toothbrush, a toothpaste tube, a tractor, a space shuttle, a chair, it's all the same to us. We like want to figure out how to innovate by using our process of applying it.

>> And so for the next five days the team will apply that process to bring the supermarket shopping cart into the 21st Century.

>> I think we should all first maybe kind of acknowledge that it's kind of insane to do an entire project in a week.

>> A 35-year-old project engineer. He's good with groups not because of seniority. He's only been here for six years. The rest of the team is eclectic. But that's typical here. Whitney Moore, Harvard MBA. Peter, linguist. Tom, Kelly, Dave's brother, marketing expert. Jane, psychologist. Alex, 26, a biology major, who's turned down medical school three times because he's having too much fun at IDEO.

[Laughter]

>> Kids do that.

>> Safety emerges early.

>> 22,000 child injuries a year. Hospitalized injuries.

>> Reported in the store. That's the actual?

>> Hospitalized, right.

>> And theft. It turns out a lot of carts are stolen.

>> What is the average life of a cart? Does it last two years? Five years? Ten years? How big --

>> 10 a.m. as the team works, it becomes clear there are no titles here. No permanent assignments.

>> Notice it says be safe.

[Laughter]

They want peers to be equal. They love to mock corporate America.

>> I'll give you status.' give you a big red ball on a post. That says you're a big guy. If you got a ball, you're Senior Vice President. What do I care? Red ball? Same thing.

In a very innovative culture, you can't have a hierarchy of here's the boss, the next person down, the next person down, because it's impossible that the boss is the one who's had the insightful experience with shopping carts. It's just not possible.

>> According to Kelly, even employees who merely listen to the boss don't add that much, either.

>> So you got to hire people who don't listen to you. And

that, I don't think corporate America wants to hear that right now.

>> We have to start thinking about lists.

>> The team splits into groups to find out firsthand what the people who use, make and repair shopping carts really think.

>> Okay, go.

>> The wind catches it. These things have been clocked at 35 across the parking lot.

>> The trick is to find these real experts so that you can learn much more quickly than you could than just kind of doing the normal way and trying to learn about it yourself.

>> From everything I read, these things aren't that safe, either. So probably the seat itself is going to have to be redesigned.

>> What you're seeing here is the kind of social science like anthropologists. Like you go and study tribes. What is it that they do that we can learn from that will help us design better carts?

>> One of the interesting things is how people look like with the cart. Except for the professional shopper whose strategy is to leave the cart at various places.

>> In corporate America, many bosses, like measure whether their people are -- who the good people or the people who are

performing, the ones that they see at their desk all the time. That couldn't be further from the truth. The people who are really getting information are out there talking to the bosses of the world, getting to meet other experts. Much more useful than sitting at your desk.

>> 3:30 in the afternoon. The group is back at IDEO. There is no letup.

>> Each team is going to demonstrate and communicate and share everything that they've learned today. People went off into the four corners of the earth and they're come back with the golden keys to innovation.

>> A shopping Clark has been clocked at 35 miles per hour going through the parking lot in the wind.

>> It was truly frightening just to see the kind of stuff.

>> You ought to designate some people to make damn sure that the store owner's point of view is represented.

>> After nine hours, the team is tired. They call it a day.

>> That's great. Thanks a lot. We had a great time today.

[Applause.]

(nightline music).

>> We want together and start here.

>> Day two at the start of IDEO's unique brand of

brainstorming. They call it a deep dive. A total immersion into the problem at hand. Their mantra is written everywhere. One conversation at a time. Stay focused. Encourage wild ideas. Defer judgment. Build on the ideas of others.

>> That's the hardest thing for people to do is to restrain themselves from criticizing an idea. So if anybody starts that, they get the bell.

The deep dive begins. For the next few hours, the ideas pour out and are posted on the walls.

>> Like when you're buying six cases of condoms, you don't want people to see them.

[Laughter]

>> Velcro seats for the kids. Velcro pants for kids.

>> See, you have to have some wild ideas. You can build on those wild ideas, they end up being better ideas.

If everybody only came up with the same things, kind of appropriate things, you'd never like have any points to take off to build a really innovative idea.

>> It's not organized. What it is is it's focused chaos.

>> By 11 a.m., the group begins narrowing down the hundreds of ideas written or drawn on the walls. How? By voting for them.

>> Vote for an idea that's cool. If it's too far out there

and it can't be built in a day, then I don't think we should vote on it.

>> Why not you be the judge?

>> Because I'm going to be wrong. It's the team that's really able to judge what the best idea is.

>> Otherwise good ideas wouldn't come out?

>> That's right. Enlightened trial and error succeeds over the planning of the lone genius.

>> If anything sums up IDEO's idea, that's it. That and the focus the chaos that seems to go with it.

>> I take a point of view, I call it the sport utility cart.

>> Worried that the team is drifting can only be called a group of self-appointed adults under Dave Kelly holds an informal side session.

>> We don't want to tell them what to build.

>> What needs do they optimize their solution?

>> The purpose is to refocus the deep dive.

>> Maybe we arbitrarily say three to five teams. Four to five teams. And we give each team a need area.

>> Hey, can we get everybody over to the wall here? It becomes very autocratic for a very short period of time in defining what things people are going to work on.

>> Like it or not, the team is told it will split into groups to build mockups, covering four areas of concern that have been identified: Shopping, safety, checkout and finding what you're looking for.

>> I notice towards the end of the process, the adults took over.

>> Yeah, that's because we have no choice but to stop that cycle.

I mean, if you don't work under time constraints, you could never get anything done because it's a messy process to go on forever.

>> While the team starts building prototypes, Dave Kelly takes me on a tour of the rest of IDEO.

>> What's happening in here is that's a client meeting. That's a first client meeting. The first time we met with the client. So we haven't trained them yet. If we took them straight from there into a room where music was blaring and everybody was throwing Nerf darts at each other, that would be hard to take. We're warming them up. But this is where the crazies live. This is where we do our work. It's different.

You can tell whether a place is play full in the next 15 minutes as you walk down the hall.

>> Being playful is huge importance for being innovative.

If you go into a culture with a bunch of stiffbs going around, I can guarantee they're not likely to invent anything.

>> Invent anything like this futuristic looking instrument for kids.

>> So no matter what you do with that kid.

>> It sounds great.

>> You always sound good.

>> You have to make it so that this can happen.

>> Will that break?

>> No, it won't break.

>> There's a whole department at IDEO devoted to toys. It turns out to be one of its most profitable areas. Fun, too.

>> Got these little wings. No matter what you do, if I get in trouble here. It's always a spiral.

>> At IDEO, they found that fast ideas come faster in a fun place. Not only is the furniture on wheels to suit their needs of the moment. But people are actually encouraged to build their own work areas.

>> When they were designing this space and they said to me, we'd like to have \$4,000 extra in our budget for a DC3 wing. And I said do you have to have that? They said yeah, they have to have it.

>> A DC3 wing. Piece of a DC3 wing. That's decor.

Ambience. That says we're weird and we're proud of it.

[Laughter]

>> Computer screens that grab sunlight. And bicycles on ropes to prevent clutter.

>> The first guy that hung a bike up, he didn't ask me. He didn't ask a facilities person. He tried it. He waited to see if anybody complained. If nobody complained, another guy hung a bike up. Pretty soon everybody's got their bikes up and nobody's complained. It's the whole thing of trying stuff and ask forgiveness instead of ask permission. It's the way they grow up.

>> IDEO has such the reputation for creation that clients are increasingly asking Dave not only for new products but also remake their corporate cultures. You may be looking at the workplace of the future here.

>> It's one thing to be able to do something once in a while, but if you can build a culture and a process where you routinely come up with great ideas, that's what the companies really want.

>> Back at the shop, it is 6:00. Four mockups are ready for showing.

>> Baskets, if you think you'll have more volume baskets put in.

>> A modular shopping cart. A tech cart that gets you through a. You could mount a scanner on shopping carts. So as you pull it off the shelf, it would scan each item.

>> One that's built around child safety. And another that lets shoppers talk to the supermarket staff remotely.

>> Yeah, we're kind of -- where can I find the yogurt?

>> But adults again decide more work needs to be done before the mockups can be combined into one last prototype.

>> Why don't we have all the carts come up here?

>> If we could take a piece of the ideas and back it off a little bit and back it into the design.

>> The design is still not there. But there's another motto at IDEO. Fail often in order to succeed sooner. Some of the team will be up half the night in order to find a design that finally does work.

It is day five and Dave Kelly has no idea what the final cart looks like. Only the team does.

>> If they kind of got their heads down, they don't look at me, I'm nervous. If they say wait till you see it, then I know we're in good shape.

>> There it is!

[Applause.]

This cart was fabricated with an amazing team of people in

our machine shop working in shifts throughout the night.

>> Wow, I'm impressed.

>> The cart, which is designed to cost about the same as today's cart, is different in every other way. Hand baskets that stack in the metal frame. And major improvements for all.

>> Just lift the handle up. You put the children in and you close the handle right over them and they instantly have some little bit of a work surface that they can play with.

>> What do you think?

>> Well, I'm very proud of the team. I think it's great.

>> Does this work for you?

>> Works for me great. It's also beautiful. I mean let's take it over to a local supermarket and see what they say.

>> The cart's wheels turn 90 degrees so it can move sideways. No more lifting up the rear in a tight spot. And you shop in a totally different way.

>> Rather than taking a cart everywhere you go in the store, much more efficient to take a small basket, Russia round to where the particular shelves are and put them here. Treat this as like a center for your shopping.

>> And with a high tech scanner so that in the future, you skip the checkout traffic jam.

>> You would reach over and pick up anything like this

salad dressing and I would scan it. If I want to accept that item I would just press plus and drop it in my basket. But.

>> But the stores don't yet have the high tech scanners the team designed. Checking out today means doing it the old fashioned way. But the bags are hung on hooks on the cart's frame. Remember, there is no basket here.

>> Want to get rid of the big basket.

>> The basket is tyranny because it's not really needed. If all your stuff ends up in bags, why need the basket in the first place?

>> Talk to me about theft.

>> There is no value in this cart without the basket. Because you can't carry anything. It's useless to anybody.

>> So it will not get stolen.

>> That's right.

>> So there is more appeal for the store owner here.

>> Yes.

>> At first I was a little shocked, but I think it's some fantastic ideas here. It needs a little refining, but I think that it's great. I mean we would want them.

>> Makes us feel great. And also gave us some really good comments about how we could make this thing better.

>> Just wherever you are, look around. The only thing

that's not designed by something is nature. So the trees are not designed by us, but everything you see. Everything you see. Every light fitting. Every flower vase. Every scale, every stand for fruit. Everything is designed has to go through this kind of process. And they can do a better or worse job of innovating or improving, but everything that's designed has to go through this process.

>> It wasn't this effortless, oh my God, kind of thing that I saw there. It was actually hard work.

>> It's a lot of hard work. We all know. It doesn't look like it's hard work but it's a lot of hours.

>> A lot of hours. Also an open mind, a boss who demands fresh ideas, be quirky and clash with his. An idea that chaos can be constructive and teamwork, a great deal of teamwork.

[Applause.]

Now, we have about an hour left. And if you're real good, I'll let you out early, class. But I want you to become IDEO. I want you to become the inventors and the designers, okay? If you're at a table where there's only one or two people, see if you can move toward a table so that you can work together as teams, okay? And what we're going to do is we're going to invent a solution for the Indiana Council. We're going to figure out ways to get the attention of policymakers. That's

going to be our challenge. And we're going to show you some of our favorite techniques. Oh, I've got the wrong thing. I've got everything up there. So while I get this set up. Oh, why does it do that?

>> MARIA GIRSCH: Let me start telling you about the first technique we're going to give you. Can you hear me? This is called, we love this so much. You're going to love it, too. We call this the get your butt fired idea generating technique. This is no-fail. And I'm going to give you an example that we're going to try. So number one, you state your challenge. But do you know what our challenge is going to be? We're going to state it for you. Our challenge is going to be how can we get the attention of policymakers around many disability issues?

So number one, state your challenge.

Number 2, you come up, in groups, with 6 to 10 disgusting, illegal, immoral, gross, outrageous -- this is how to get your butt fired, the worst possible things.

>> CHARLIE GIRSCH: If you're afraid to get yourself in trouble, think of somebody else you'd like to get in trouble.

>> MARIA GIRSCH: And finally, the third thing you do is -- can I get everybody's attention? We are kind of drifting off here because I can't talk too much louder than I am. The third thing we do is you take one of those disgusting, gross ideas and

think of it as an onion. Do you know when an onion has those layers. Kind of peel it back one layer at a time to see if you have something good.

Let me give you an example. We lived in Minnesota for many years. And one day we were working just like we are now with the American Red Cross. I'm sure you can guess what their challenge was. How can we get people to give blood? Duh. So what they did, they worked in tables just like you're going to. And one table came up with this idea. What if there was a genetically engineered mosquito? I don't know what they're like here. But in Minnesota the mosquito is like the state bird. What if we had a genetically engineered mosquito would fly around and be part homing pigeon. You know how the mosquito sucks your blood? And then the homing pigeon part would bring it back. Whatever group came up with, everybody laughed, that's crazy, that's silly. Remember the final step? As you take your silly idea and you kind of peel it back. Listen to what they came up with. How cool is this? A billboard. A highway billboard campaign which read who would you rather give your blood to? A mosquito or the American Red Cross? And as if that can't cool enough right there. They came up with this idea, too. Say this gentleman if you gave blood, do you know what they would send you home with? A little sample size insect

repellent. Like off or something? Is that not the best? So that group came up with that. I am going to kid you not, 8 minutes. They came up with call it from the wild to the workable. We're not going to worry about giving blood to the Red Cross. Here we go. Here's what we're going to work on.

How might we get the attention of policymakers? So in round 1, Charlie's going to time you, please, somebody from each group, could you just take any old paper and write down the ridiculous ideas. Don't even write them down if they're a good idea.

So for this first few minutes, write down the gross, nasty, disgusting, illegal ideas.

Looks like everybody has at least three or four. In the interest of time, whoever's in charge of the table, whoever is the scribe, you pick your favorite outrageous one and now as a team start taking it apart. Where does it lead you? What kind of thinking are you getting? Go for that. All right. Let's do this. I'm going to go around from table to table and I'm going to ask you what did you start with? And where did I take your thinking? Okay. So let's just who wants to start? What was your outrageous idea and what did you do with it? Please, everybody listen up.

>> Arriving at the door in your birthday suit.

>> What will you do with that?

>> Liz came up with that idea.

>> Notice when you're not sure you want to take credit, you always give credit. She's the one with the wild ideas. Anyway, what did you do with it?

>> We just came up with it and thought it would be a funny thing to do.

>> So you didn't get a chance to get into the second step? Okay. Wild idea and where did it take you?

>> Can everybody hear?

>> CHARLIE GIRSCH: What was the wild one and where did it go?

>> The wild one to kidnap the legislator's kids and duct tape their legs and parts together.

>> CHARLIE GIRSCH: Kidnap the legislator's children and duct tape their legs together.

>> Now where we took that was, we took the idea of duct tape or really any tape because we want the idea to stick. Whatever idea we present to them.

>> So put your ideas on duct tape and stick them up so they stick.

Where did you start with and where did it take you?

>> We started with we were going to teepee legislators'

homes and their yards. And it evolved to a display on the state house lawn where we hang crutches from the trees and we hang durable medical equipment, sensory toys. And have a display on the state house lawn.

And you claim it and take full credit for it not like the cheeky guys. Okay. I'll go over there. What did you start with, Amanda?

Nice, loud, where did it take your thinking?

>> If you do not want to get crapped on, pass this bill. We put fliers in a bathroom. Use toilet paper shaped paper to write. Do not flush this bill down the toilet.

>> What did you start with, Charlotte, and where did it take you?

>> We just came up with a plain T-shirt at first and then we went from like "I have no insurance, what are you going to do with it?"

>> Going from a blank T-shirt to one that has a statement on it. Stephan, what did you start with and where did it go?

>> We started with stealing the legislators' cars and replacing them in the parking lot with broken wheelchairs.

[Laughter]

[Applause.]

And it morphed a little bit to give them some supports,

we'd let them phone a friend. We would decide who that is. So they could figure out how to get there. And their reward if you they got home is we would help campaign for them.

>> CHARLIE GIRSCH: Nice quid pro quo. Christine where did you start and go?

>> CHRISTINE DAHLBERG: We started with the idea that every legislator has to adopt a person with a government problem of some kind. And then we decided what we thought might really actually work and be interesting is to have an advocate and a person with a government problem meet with a legislator, and their charge is to solve that person's problem using the government services that they put in place and that they voted for in three days or less and then we would have a report that would explain how well they did and what some of their ideas are for more creative solutions to somebody's problems that can't be solved by the systems that are currently.

>> CHARLIE GIRSCH: Very nice. Any table we didn't hear from? I got to get a car. I'll be back in about an hour. Here I come. The back table.

>> Do you need to phone a friend?

[Laughter]

>> CHARLIE GIRSCH: What did you start with and what did it make you think about?

>> Dog poop on the front yards. You didn't get that far?
All right. Well work on it.

What did you start with and where did it take your
thinking? Nice and loud.

>> Well, we had a lot of weird ideas. We didn't get past
that. But we wanted to kidnap the legislators and have them
live in a group home for a month mandatory.

[Laughter]

Give them paralyzing shot so that only parts of their body
work.

Make Medicaid/Medicare the only available insurance to
legislators.

Take the same income where they live that people with
disabilities do.

>> CHARLIE GIRSCH: You got one too, victor? They were
nervous when they saw you stand up.

>> We have two. Start to jump around.

>> CHARLIE GIRSCH: All right. Thank you. Who's got it?
Carolyn, okay. What did you start with and where did you go?

>> We started with lockdown. While they would be in
session, legislators be in session, then we would lock the doors
and then when they tried to get out, they can't get out, then we
would send in negotiators.

>> CHARLIE GIRSCH: So let them talk their way out and to your advantage. Where did you start? Where did you go?

>> Make a deal and let the politician have a disability for a week. So what we did was identify persons with a disability being in wheelchairs so they had to be in a wheelchair during the entire session. They couldn't get out of the wheelchairs until they gave us money.

>> CHARLIE GIRSCH: Give them the experience and have them buy their way out. All right. Excellent. Lots of nice good ideas there.

What Maria and I love about this technique is that a lot of times creativity is about thinking outside the box. Well here you start outside the box. You're trying to get back in. So it's a nice reversal. It gives you permission to really just go anywhere. And in the case, obviously there's a little bit of energy here for hurting the legislators.

[Laughter]

So you had a chance. You think so? So you had a chance to kind of get that energy out on the table. And yet you took that energy, you took that energy and you turned it into a solution. And that's the beauty of this kind of thinking. So any time you're stuck in your thinking, we used to put this at the end of our sessions. Now we do, we start with it. So it really opens

up people's thinking.

I see a hand up there. Do you got one you want to report on? I'm sorry. I missed you. So where did you start with and where did it take your thinking?

>> We had started with the concept of you could not get out of it and went with it from having someone with a disability, whether cognitively or physically in a chair, whatever the case may be, would now be their aid to be able to communicate. The only way they do get any legislation out is going through the person with the disability. And they're stuck in their chair. So the other person has to help them through the whole day they go through. Be it [Inaudible]

[Applause.]

>> CHARLIE GIRSCH: So, any time you're looking for ideas, any time you're stuck in your thinking, yeah, somebody said are we writing these down. Make sure you save these pieces of paper and hand them in as you're leaving so that we can have these ideas. But guess what? We're going to be just like IDEO. We're going to have more ideas. We're going to get them all over the wall and then we'll vote on them at some point. So here's what I'm going to ask you to do next. Why don't you take this into another technique?

>> MARIA GIRSCH: This next thing is -- you make assumptions

and then you break them. So we do this as toy inventors all the time. In fact let me give you a little test and see if you think like we do.

So I'm going to give you an assumption. Then you tell me what famous toy or game broke it, okay? So number one, the assumption is "oh, drawing? I can't draw."

>> Pictionary.

>> MARIA GIRSCH: That was all about drawing. Oh, by the way, the person who wanted Pictionary. Mr. Stick figure would win.

Next assumption. I'll give you the assumption. You tell me the game that broke it. Questions and answers? That's too much like school.

>> Trivial pursuit. Now.

>> MARIA GIRSCH: Now there's tons of those. How about this one? Oh, little dolls and baby dolls have to be all pretty and beautiful cabbage patch. Remember that? It keeps coming back. People were killing each other in aisles to get to those, especially when they first came out. Excellent.

As and last but not least, I love this one.

"Boys don't play with dolls." I'm sorry, guys. G. I. Joe isn't a doll. It's an action figure.

I'm sorry. G.I. Joes Uzzi gun. That's nothing like Barbie

clothes, I'm sorry. That's a great way to invent toys.

It's also a great way to do this. In fact, one time when we were in Michigan working with the Michigan Council for disabilities, we tried this. We said what are the assumptions here with this challenge? Well, one woman, we said what are the assumptions? One woman, she was about my age, very prim and proper, kind of upholstered, cute little pill box hat. She had been very quiet. This was a small group. Raised her hand. We said what is the assumption that we have? She said at that the legislators are all cold hearted bastards.

[Laughter]

It's great. That's exactly an assumption. It was perfect. Then do you see where we're going with this here? You take that and you say: What if the legislators aren't cold hearted bastards?

So do you see where we're going here? So in the next few minutes, shall we do one or two assumptions and then maybe break it, see what you can come up with.

>> CHARLIE GIRSCH: Get a list of five or six assumptions that you make about policymakers and then we'll go into the second level and start breaking those assumptions. And then again collect the ideas. What kind of ideas flow from that?

Now remember the second part. Start taking the

assumptions. If it weren't true, what might we be able to do? Or what would we do if it wasn't true? If this assumption wasn't true? Let's see what you did with that one. I will go wandering around again. This time I will ask you what assumption did you make and how did you resolve it?

>> Our feeling is that the parties don't compromise anymore. That in a democracy, you have to sides and you come up with an idea and then the two sides get together and they work out the problems and then they come up with a bill. But if a democrat comes up with a bill, a Republican is not going to have anything to do with it. They will star in the corner and say no. Probably the other way around, too. So democracy has a problem right now.

>> I have a solution. Write the bill. Then it comes from you instead of them. And you get each one of them to sponsor it. So there you go. You break an assumption. There is a lot of polarization. No question about it. That's how to break through the assumption.

Got a hand up over here. Here I come. On the back it says quickie. What was your assumption and what did you do with it?

>> Tight with money. They could be more generous with money for Medicaid, education, housing. And then ask them to see the budget of if they're aware of where they spent all the

money.

>> CHARLIE GIRSCH: Assumption and then what did you do with it?

>> They don't understand disability.

>> CHARLIE GIRSCH: What was your solution?

>> If they understood disabilities, they would probably be able to write better policy and divide what money there is in the government more equitably.

>> CHARLIE GIRSCH: Provide the understanding so they can be more equitable with their solutions.

>> Or have more disabled people in the legislature.

>> There you go. Start running.

>> CHARLIE GIRSCH: As I walk away from you. What was the assumption and what did you do with it?

>> Long list of assumptions. They are too busy. We said if they're not too busy, then they would have time for us and we need to be making appointments.

>> CHARLIE GIRSCH: It's not a good enough excuse that they are too busy. You have to go the extra mile and make the appointments. Way to step through it. Bright lights. I can't see you. What did you start with and what did you do with it? Nice and loud.

>> We started with they are out of touch and lack empathy.

We came up with that they can't please everyone in the world, so they have to start with what they have. And we can give them ideas on how to maybe please this group first and then we can decide what we can do with this group.

>> CHARLIE GIRSCH: Kind with work with balancing it out.

>> Yeah, and we also had that they were greedy. We came up with life's not always fair. And there's not really much you can do about it.

>> CHARLIE GIRSCH: Some things are the way they are. Yes, sir, Tony.

>> First of all, they are set in their ways and they have dirty little minds. And there's not much you can do about it.

>> CHARLIE GIRSCH: Twitter.

>> They typically haven't done physical jobs, such as waitresses or worked in a factory. So we're going to make them work and to job shadow as a special education teacher. But they have to accept those salaries and pay their bills with those.

>> CHARLIE GIRSCH: Get them to shadow jobs in the industry so they get -- and at industry wages so they understand what that is. Okay. Very good.

Again, as Maria pointed out, it's often as inventors, we are breaking assumptions. And it is in breaking assumptions that we come up with new ideas. It's change the way you look at

things. And the things you will look at will change.

Let's try another one. We got a couple more minutes here.
Let's try this one.

What do a dog and a wagon have in common? Anybody. They both carry things. They both move. The dog could make the wagon move. Pull it.

>> They both have tongues.

[Laughter]

>> CHARLIE GIRSCH: It's easier to pull them than push them.

>> Children love both of them.

>> Both make noise.

>> CHARLIE GIRSCH: Anybody else? You can't put your hand up and not look at me.

>> They both need to be led.

>> CHARLIE GIRSCH: All the way in the back. Standing woman. They both help people. Lady in red. They want too much attention.

Okay. What you have just been doing, we all that forcing connections. You're taking two things that have no relationship whatsoever and you're making them work together. You're drawing a commonness out of them.

So another one of the techniques that Maria and I use, I don't know if you notice I have my Einstein tie on. Einstein is

my hero. And a lot of times when my thinking is kind of dragging and not getting anywhere, I'll say to myself "well what would Einstein do?" And often I got new ideas again.

So name somebody, Virginia, somebody that you admire for their creativity.

>> MARIA GIRSCH: That they would all know.

>> CHARLIE GIRSCH: Does everybody here know her husband? Obama. What do you like about Obama?

>> He's charismatic. Great command of the English language.

>> CHARLIE GIRSCH: There's a comfort thing about him. He's bright. What would Obama say about the challenge of getting the attention of policymakers? Not just you, but anybody. Organized. Organized. That would be one of his first things. What can we do to organize? Yes, sir.

>> Tell us to brainstorm, too.

>> CHARLIE GIRSCH: And we will, too. Is it Daniel? Did I forget your name already? What do you got?

>> From the beginning of his campaign, he has the attention of all the people with disabilities.

>> CHARLIE GIRSCH: So he brings in all the elements. All the constituencies.

>> Started in the grassroots with the common person and

build on that. Got to have a foundation. Build on it.

>> CHARLIE GIRSCH: What else would an Obama tell us?

[Inaudible] I didn't hear all of that. Does anybody have a translation? He's very proud of what he said now. Got to pay money for it. Thank you very much.

Somebody that you admire for the creativity that we all know. Thomas Edison. What about Thomas Edison did you like? Thomas Edison was humble. He gave credit to his workers. He used their ideas as well as his own. He was very persistent. I think he had 1,000 ideas before he got to the light bulb. And he was willing to sleep on his ideas, yeah.

So what would a Thomas Edison suggest to us about a challenge of getting the attention of policymakers? What would Thomas Edison have to say for us?

Don't take no for an answer. Persist. Anybody else? Yes, Christine.

>> CHRISTINE DAHLBERG: Build a better mouse trap and they'll notice you.

>> CHARLIE GIRSCH: You will get noticed. Keep at it.

So what you had just been doing is what we call forcing connections. Doesn't even know he exists. He's still giving you half a dozen ideas.

>> And the same with Obama. He knows Obamas. He's got

ideas for us. So if you put his thinking on, you're flying with new ideas.

Okay. One other possibility is -- this is what we just did. I think I have one. Okay. The quick pick. Now, this is going to be challenging for some of you who have sight issues, but for those of you who can see, what's going to happen in the next moment is I'm going to put a slide up and there are nine pictures on the slide. And whatever catches your attention first, whichever picture catches your attention first, I want you to make a note of that and then write down for yourself if you have a pencil or just think about what does that picture suggest to me about the challenge of getting the attention of policymakers? Okay. Are you with me?

>> MARIA GIRSCH: So no dancing around. We'll leave this up for four seconds.

>> CHARLIE GIRSCH: She's pretty brutal on the four seconds. What did you see as far as getting the attention of policymakers? Got some ideas?

>> I saw a shower head. You need to saturate them with ideas.

>> Now, what you're doing is taking away from a good idea. You got to be careful about that. I think you're negating it. We want to support ideas. It's important that we collect all

the ideas. It doesn't mean we're going to do that one. It just means that we're filling a basket full of ideas.

>> Paint bucket. Paint a picture for them.

>> CHARLIE GIRSCH: Got a couple going now. Yes, Ma'am.

>> The ladder is the first thing that I saw. And realizing that it's not always easy what we're doing. It has to be done in steps. And each step sometimes is harder and harder.

>> CHARLIE GIRSCH: The ladder reminds you of steps, that it takes effort. It is not easy. But you got to do it step-by-step.

>> And you end up at your destination.

>> CHARLIE GIRSCH: You will get to the top.

>> The plate. You got to feed them.

>> MARIA GIRSCH: That's not a bad idea.

>> CHARLIE GIRSCH: Those chicken dinners.

>> Now's the time to step up the ladder to get the funds.

>> CHARLIE GIRSCH: Create a slogan. You can make watches with little slogans on them that have your logo.

>> MARIA GIRSCH: Somebody way in the back? And then almost in the back.

>> CHARLIE GIRSCH: You saw the paint brush. What does that suggest to you?

>> paint pictures.

>> CHARLIE GIRSCH: I saw a present. What did you think about with that? Give it to the family. Give us our presents.

>> Airplane. Vacation.

>> CHARLIE GIRSCH: Send them on a vacation?

>> MARIA GIRSCH: How about the lady in the red sweater? Do you have something? What did you see and what did you think about?

>> On the ladder. It's easier for them to see us if we're up there. So we need to be doing things.

>> CHARLIE GIRSCH: In their sight. Get up where they can see you.

>> MARIA GIRSCH: What's cool is you had the ladder and you had the ladder. With that same picture, you came up with different ideas.

>> I also saw the ladder and I was thinking you want to make sure it's on a firm foundation before you climb.

>> MARIA GIRSCH: Another.

>> Make sure the cause you are getting behind is important.

>> CHARLIE GIRSCH: Well-grounded. Excellent.

>> MARIA GIRSCH: One or two more?

>> CHARLIE GIRSCH: What did you see?

>> What they say before they get elected. Go in one ear and out the other.

>> MARIA GIRSCH: Let it fly through. The woman next to you in the red there? Right next to this gentleman who just spoke? No. Okay. Sorry.

>> CHARLIE GIRSCH: Let's keep going.

>> MARIA GIRSCH: We're just about ready to wrap here.

>> CHARLIE GIRSCH: What I want you to do now is at each of your tables, you've heard lots and lots and lots of ideas. And what I'd like you to do as a table is to kind of -- you know how on the IDEO video, now you're there and you've got hundreds of ideas and they broke it down to about four and then they finally broke it down to 1. So I would like you to take the next three or four minutes and break it down to a couple of ideas and then after that down to a 1. So each table will report out one idea for how to get your best thought today on how to get the attention of policymakers. Okay? So I'll give you about five, six minutes and then we'll report out and call it a day.

All right. You're picking out your first really good ideas. Then start merging down into one. Converging down into one great idea. One great idea from your table.

Okay. How many of you have gotten it down to 1? okay. I'll give you another minute. Let's get it down to one and then we can wrap. Okay. Let's do it. I'm going to start and just wander across the front and weave until I run out of people. We

have a group here having trouble to decide. I will give it to you, the hanging Chad. So what's your suggestion for getting the attention of policymakers? Everybody, please pay attention.

>> We had too many ideas. It's hard to narrow them down.

>> CHARLIE GIRSCH: Everybody please pay attention now.

>> One of the things is to truly get their attention, maybe we ought to take a campaign to their communities. What better people than people in their communities? People with disabilities.

>> CHARLIE GIRSCH: Really going grassroots. Give him a hand. Yes. Who is the reporter here? So what's your good one?

>> CHRISTINE DAHLBERG: We had a lot of different ideas. But I think the one we talked about most was to motivate people with or without disabilities to reach out to their legislators with their issues, to make it personal for them. Similar to what happened when the IBM thing crashed and burned. We were talking about how that was likely mostly the result of grassroots people talking to their legislators about their problems and getting them involved personally because their constituents forced them to really take a look and find out how awful it was. So make it personal.

>> CHARLIE GIRSCH: Thank you. Who is reporting out here?

>> Actually I think our table, it didn't come from this

table, but we liked the idea of now is the time. I think everybody mentioned the watches. Perhaps a consolidated campaign with an overall theme that would apply to any issue, disability-related. Now is the time for healthcare reform. Now is the time for accessible transportation. Use it as an organizing.

>> CHARLIE GIRSCH: Kind of like the yes we can. Give them a hand. What did you come up with?

>> Our table came up with the fact that we would send them a box of chocolates. And on top of the chocolates would be what we want them to change.

>> CHARLIE GIRSCH: Sweeten them up, huh?

Anybody here reporting? What did you come up with?

>> I got my idea from the potted flower symbol on the one graphic. Status quo is kind of like flowers. Some people like the way things look. But we need to present the cause for the disabled contenders that we need a potted plant to show them that we need to nurture this and make it more appealing. So them how much better it would be for everybody to be participating in society. And make it as available to them to do so and then our society as a whole would be better. If we nurture them into beautiful plants.

>> CHARLIE GIRSCH: Very nice. Anybody over here?

>> I'm going to have to talk. We came up with an idea to make legislation notice us by showing us how they could save more money and have support so that they can get the votes by focusing on these three things for all people. And the three things are accountability and responsibility and community.

>> Our table left so we jumped. Our best idea, all of our problems --

>> CHARLIE GIRSCH: Hey, you guys.

>> Legislators weren't really putting a face on the problems and didn't understand the problems. And so our best idea was that during disability awareness month, invite legislators to our activities, and let them face the problems we face.

>> CHARLIE GIRSCH: Bring them into the circle. A couple more?

>> We chose the ladder. The foundation of the ladder being research. Which meant we can convey and communicate better what we're trying to do.

And as we step up the ladder, we are seeing the subcommittees, so that when we get to the top of the ladder they can see us.

>> The one about the barking dog. This would be about barking dog getting their attention. Until not only do they

listen but they make appropriate changes that will help people with disabilities. And as they continue to make these changes, that will give them more credibility and visibility, which may lead them to winning another election.

>> CHARLIE GIRSCH: Help them become more credible and therefore more [Inaudible]

Thank you. Just a couple of quick parting thoughts. You got lots of good ideas. We kept changing the way we look at things. And we kept getting more and more different ideas.

Just a couple things when you're playing with ideas, I was a little harsh over there, but the woman was talking about that won't work and something like that. I think it's so important that we listen to each other. In the book you'll see the IQ test. I stands for what interests you? What intrigues you? What inspires you? Let's talk about it. And then Q-- and that's the same thing Maria mentioned when she was talking about the refiners. If you got a challenge or a problem with something, bring it up as a question, not a dead end. It's so important that we give air and possibility to our ideas.

As Peter mentioned in the video, the enlightened trial and error of a group succeeds over the efforts of lone genius every time.

If you try to do it by yourself, it's going to be hard.

But if you do it together, you will have an amazing success and an amazing impact. So feel free to do that. Watch out for this gremlin. Yes, but. You know how people pretend to like it and then they pull it out from underneath you. The rug is gone and you're on your face. Watch out for that. If you don't like it done to you, don't do it to each other. That's an important thing to be aware of.

I'm just going to jump ahead here. In the back of our book, we have a little permission slip. And those of you that can see the sheet here, let's read this with me, please? I give myself permission to dream dreams. Be open and preparing. Try new and different things. Find quiet time. Have fun and make mistakes. Share the dream. Let go and trust.

If you do all of those things and you put yourself into this thing you're going to love it because our favorite bumper sticker is: Shift happens. Thank you very much.

[Applause.]

>> STEVE TILDEN: Thank you very much, Maria. Thank you very much, Charlie. This has been enlightening. I saw you several years ago and was impressed. I thought it was great today. Let's give him one more big hand.

[Applause.]

I return it to Christine. No. Suellen.

>> SUELLEN JACKSON-BONER: This concludes our conference for this year. I want to thank all of you for staying the second day and enjoying. I think our presentation was just wonderful.

I want you to part with several things. One is there was a lot of information that you gathered here today and yesterday. There is a lot to do, as you all know. I would challenge you to go back to your homes or communities and start looking and talking to each other. Start blogs. Or start conversations. We started conversations today about healthcare. This fight is not over until it's over. So we need for you to go back to your communities. Get in touch with each other. And keep in touch. We will be providing, through the Council, of course, the newsletters, the Emails. There will be lots of information coming your way. And we'd encourage you to keep on keeping on.

So with that, I wish you a safe journey home. And thank you again for your participation.

[Applause.]

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